

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #619822

Mr. B. Finkle

WUSTEFELD CO.

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Bruce:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 15 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Men Lt 100</i>	12300-25184	<u>1</u>
<i>Ult Light 100</i>	12300-25185	<u>1</u>

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

March 23, 1998

Ship Date to Retail:

Week of: April 6, 1998

SKU CUBE :

0.4670

SKU WT (w/o Product):

1.0600 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$126.27

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR APR B1G1F'

51859 3516

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:

*4 CARTONS; TWO CARTONS EACH STYLE:

DORAL MEN LT 100

DORAL ULT LT 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$9.80 (0.7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162306

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

Wholesaler Packing Instructions
April DORAL B1G1F

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

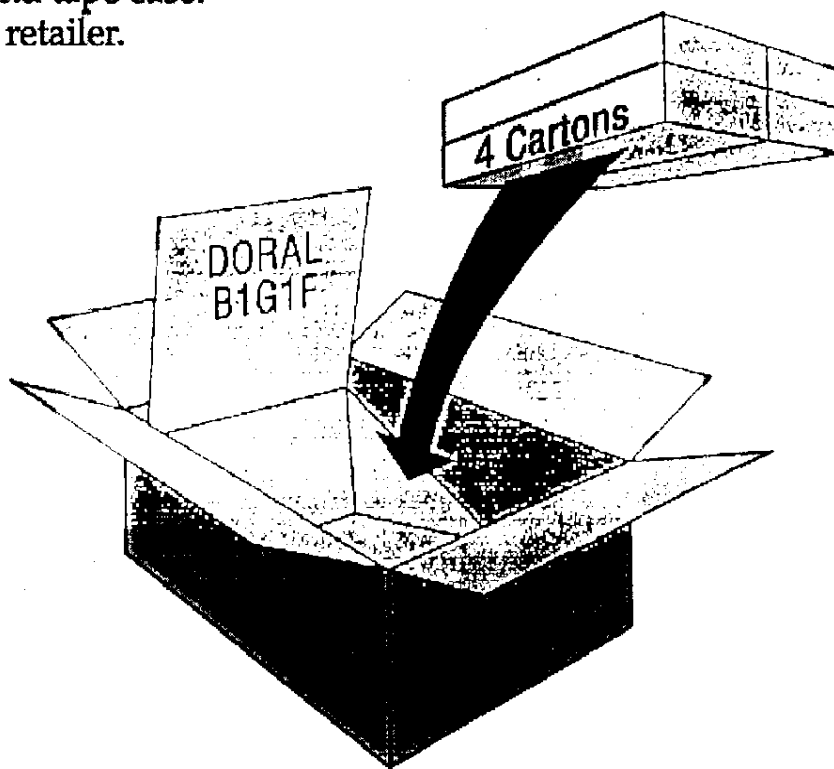
2ND. QTR. '98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971

Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

51859 3518

DORAL

Things A Deal This Buy 1-Get 1 Free Promotion!

Want What's Better Than a Deal? Buy 1-Get 1 Free. That's the name of the promotion that's making DORAL the most popular cigarette brand in America. And it's the name of the promotion that's making DORAL the most popular cigarette brand in America. And it's the name of the promotion that's making DORAL the most popular cigarette brand in America.

2-Pack
Sleeve

Buy 1
Get 1
Free



DORAL

Buy 1
Get 1
Free

Buy 1
Get 1
Free



DANGER: BE REAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide

Counter Display

DORAL

Buy 1
Get 1
Free

Buy 1
Get 1
Free



10"

51859 3519

WHOLESALER : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853	2				(518)251-2775
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1				(518)426-1543
162305	162322	362019	LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	12210	1				(518)465-5800
162305	162322	575489	CAPITAL NEWS	232 WASHINGTON AV	ALBANY	NY	12210	1				(518)465-6925
162305	162322	636357	R&A GROCERY	267 CENTRAL AVENU	ALBANY	NY	12206	2				(518)436-8475
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1			184857	(518)465-4232
162305	162322	764401	SAM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1				(000)453-9654
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	1				(518)463-5306
162305	162326	769975	.99 & MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	1			99MORE	(518)436-7618
162305	162326	777268	ALBANY FIVE STAR	354 S PEARL ST	ALBANY	NY	12202	1				(518)426-2314
162306	162326	681153	ZENATH PETROLEUM	RT. 66 & 9H	GHENT	NY	12075	1			COBBLE H	(518)828-5829
162306	162326	700515	AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PARK	NY	12018	1				(518)674-3821
162306	162325	727872	AB GROCERY	AB CONVENIENCE	TROY	NY	12180	1				(518)274-0162

PAGE BREAK TOTAL ACCOUNTS 13 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 13 TOTAL QUANTITY 15

***** END OF REPORT FOR PROMOTION 800219 *****